

November 12, 2002

BroadBandBuyer.com
1006 Howell Court
Duluth, GA 30096

Michael Powell
Chairman
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: Triennial Review of Unbundled Network Elements, WCB Docket No. 01-338

Dear Mr. Powell:

Hello, my name is Jamie Ferraro. I am a co-founder of BroadBandBuyer.com. Our organization is a free online service that helps both residential and business customers find, comparison-shop and receive the best prices, plans and services from many leading service providers who offer various broadband connectivity solutions.

It is my understanding that the Federal Communications Commission is currently reviewing its rules related to the market-opening provisions of the Telecommunications Act of 1996. In particular, I understand that the FCC is considering whether or not to continue requiring the incumbent local exchange carriers to provide access to the high-frequency portions of their loop plant so that competitors can provide ADSL services to consumers and small businesses. I write to you to emphasize how vital the FCC's line sharing rules have been to the development and deployment of broadband services. Indeed, without line sharing, there would be no competition in broadband. Competition benefits consumers by fostering innovation, higher quality services, and lower prices. The FCC must preserve its existing line sharing rules if it wants the broadband revolution to continue.

Deployment of broadband services for both consumers and businesses is continuing to grow at an enormous rate. As the Bell companies report record DSL deployment, and as competitors like Covad, DSL.net, MegaPath, and others continue to lead the market with lower prices and innovative new services, consumers are the winners. As you know, although ADSL technology was first developed by the phone companies, it was not deployed for fear that it would undercut their more expensive (and profitable) T-1 and ISDN services. Because of the DSL competition made possible by line sharing, the phone companies have deployed broadband in response to competitive pressure. They will only continue their broadband deployment if DSL competition via line sharing continues to provide competitive pressure. The real issue facing broadband competitors today is demand – prices need to come down even further to encourage

more broadband adoption. Before the FCC adopted line-sharing rules, Bell companies priced their DSL services at upwards of \$70 per month. Today, competition is forcing prices down below \$40 per month. Only if the FCC allows competitive pressure to continue – by maintaining line sharing – will the nation's broadband revolution expand as prices continue to decrease.

BroadBandBuyer.com is dedicated to helping its residential and business customers comparison-shop multiple service providers who offer many different types of broadband/telecom services for their home or business. We save our customer's time and money because of the competitive pressure among broadband providers. My company relies on the FCC's line sharing rules to promote competition and lower prices. In turn, my company is able to fulfill your broadband vision – providing affordable, innovative broadband services to all Americans. The availability of line sharing is crucial to my company's ability to deploy broadband to the nation, and I urge you to continue your dedication to competition and broadband deployment, and preserve line sharing in the Triennial Review proceeding. After all, what makes America stand out from other nations is its ability and desire to constantly innovate, improve and push forward without restraints.

Thank you for your time. Please do not hesitate to contact me if I can be of any help or provide additional information.

Yours truly,

Jamie J. Ferraro
Co-Founder, BroadBandBuyer.com

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